

### Smart tech is coming for your last safe space

adapted from an article by Justine Calma

- 1 There's no shortage of gadgets ready to invade the last bastion of privacy at home: the bathroom. The intruders aren't just startups hoping to revolutionize the way we use the bathroom. Regular brands that make personal hygiene products also want in on the action.
- 2 Bic unveiled a prototype for a smart razor and accompanying app. The shaver tracks everything from hair density, shaving speed, the number of strokes, time spent shaving, and blade dullness to environmental factors like temperature and humidity. All of that information is supposed to deliver its users a more personalized shave and improve the razors of the future.
- 3 While the benefits of Bic's data collection 6, a new generation of smart toothbrushes is already vying for a spot in our medicine cabinets. Oral-B and Colgate have toothbrushes on the market that can tell you how to brush better by tracking your movements while you're in the act.
- 4 Toilet paper brand Charmin is working on a sensor shaped like its trademark bear that "sniffs" the air so that it can warn you if the bathroom smells awful. Based on the sensor's reading, a separate display monitor will indicate if it's safe to enter the bathroom or if you're in for a doozy. Charmin's also got a prototype "RollBot", which is a robot shaped like a bear that you can summon to grab a new roll of toilet paper using your smartphone if you're ever in a pinch.
- 5 Do consumers need brands' relentless obsession with enhancing our most intimate moments? Personal hygiene products probably don't need to worry about getting left behind if they don't hop on the "smart home" bandwagon. We'll still need something to wipe our behinds.



*theverge.com, 2020*